



PROCESS BOOK

LOGO THUMBNAILS



LOGO DEVELOPMENT

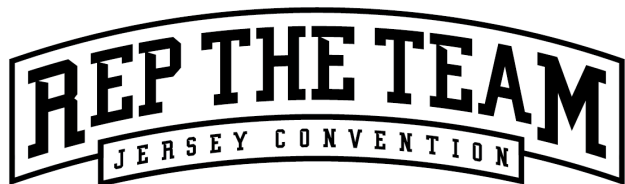
REP THE TEAM



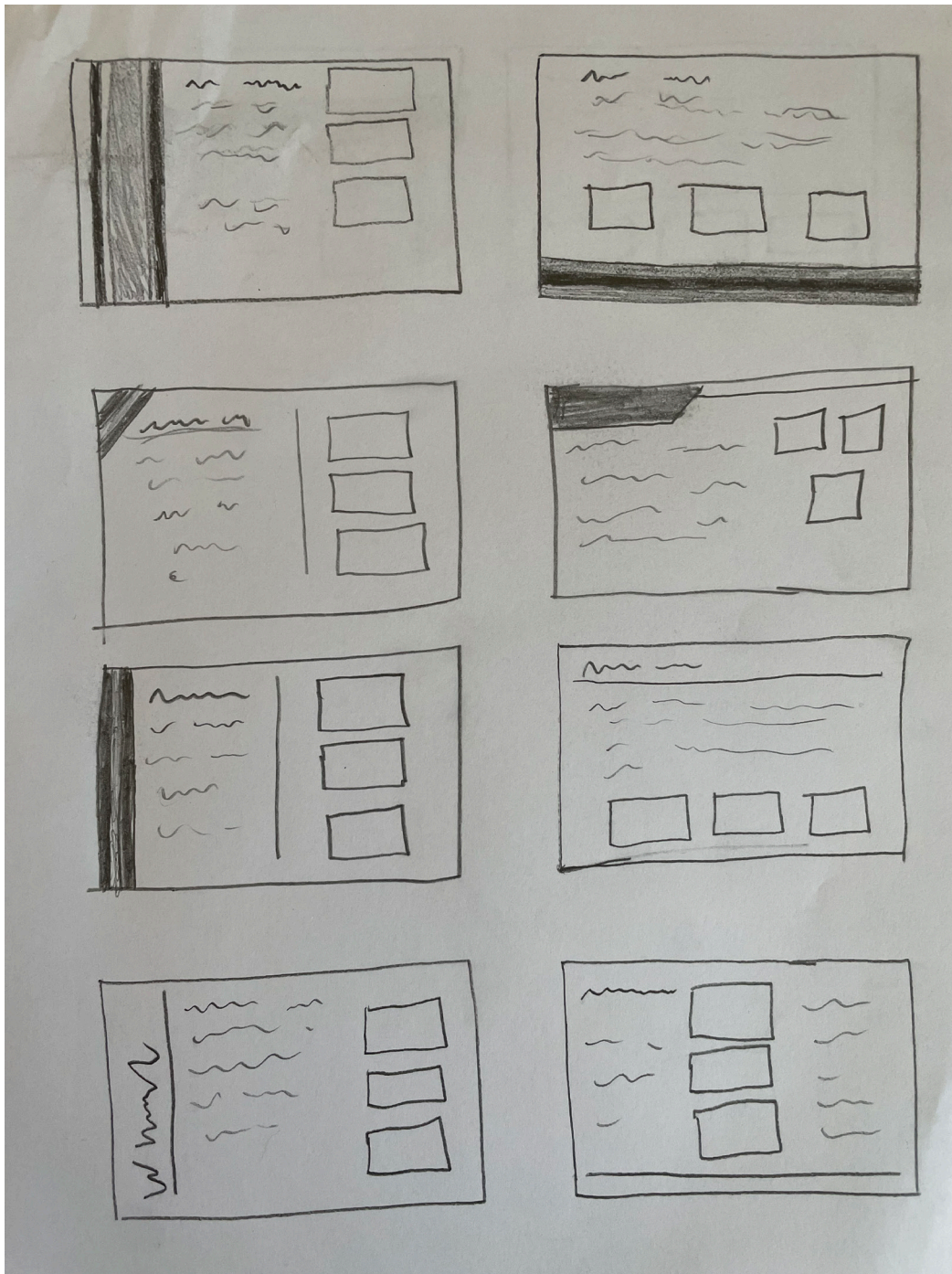
LOGO REFINEMENT



FINAL LOGO



STYLE GUIDE THUMBNAILS



FINAL STYLE GUIDE

OUR STORY

Rep the Team is an annual convention for sports jersey collectors and enthusiasts, with our inaugural event scheduled to take place in 2025. The genesis of the idea came from the realization that there were no large-scale events for jersey collectors to share their passion. Sports fans of all types love buying and collecting jerseys, but the community

of collectors tends to be scattered over a number of different subcultures. This leads to the wider landscape of jersey enthusiasts being underserved in terms of places to gather. Our intent is to bring collectors, hobbyists, manufacturers, designers, and others together in one place.



4

COLOR PALETTE

Red is the preferred color for most print advertising and signage. Blue should be used for most digital advertising or other areas in which small text must be easily readable.

C=0 M=81 Y=87 K=15
R=218 G=41 B=28
#DA291C
PMS 485 C

C=59 M=74 Y=0 K=68
R=33 G=21 B=81
#211551
PMS 274 C

7

MARGIN AND MINIMUM SIZE

The horizontal width of the large “E” in the wordmark should be used to dictate the minimum margin size around the logo.



The logo should never be shrunk below 1 ½ inches horizontally for print materials or 110 pixels horizontally for digital applications.



PERMITTED LOGO USAGE

The full-color Primary Logo should be used whenever possible. When placed on a colored background, it should always have a white outline applied. Unless it is applied to a photograph, the Primary Logo should only be used on white, black, gray, or official red and blue backgrounds. In cases where the logo must be rendered in black and

white, a separate version of the logo is provided. This monochrome variant can also be used with official red and blue instead of black. These versions should only be used on merchandise and certain marketing materials, such as monochrome photographs.



TYPOGRAPHY

To evoke the feel of vintage jersey typography, we chose MTF Daniel Caps Only for the Primary Logo wordmark. Outside of the logo, this font should be restricted to event signage and occasional promotional material.

Hind Madurai was selected for its easy legibility and ability to work at both large and small sizes. Hind Madurai Bold should be used for headings on event signage, advertising, and printed materials.

Hind Madurai Regular should only be used for body copy.

MTF DANIEL CAPS ONLY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

HIND MADURAI BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

HIND MADURAI REGULAR

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

PHOTOGRAPHY GUIDELINES

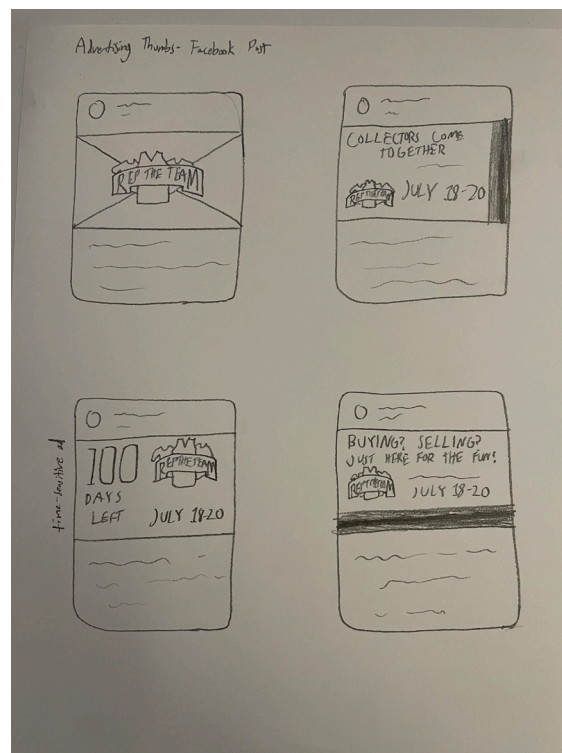
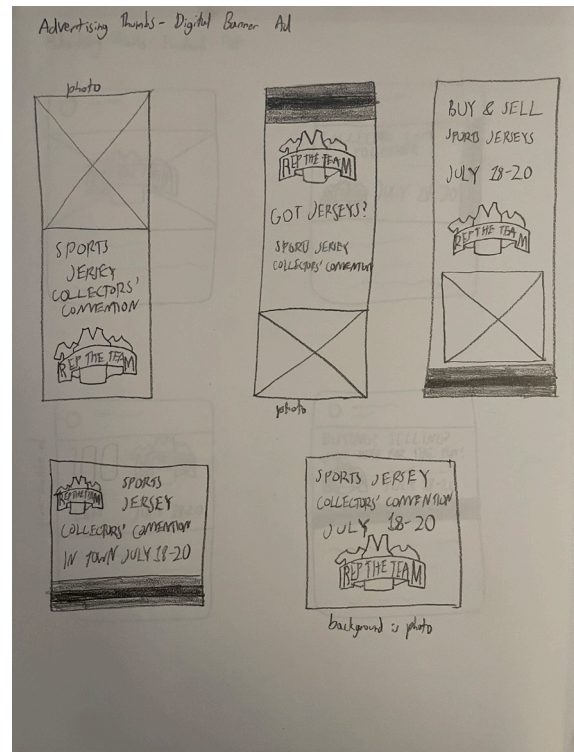
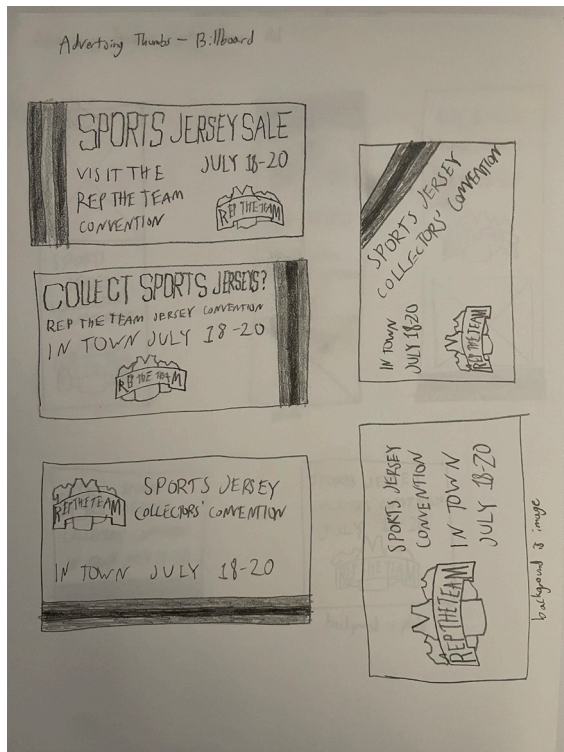
Photography intended for official marketing materials should:

- Display either a collection of sports jerseys or a gathering of sports fans, preferably in team apparel
- Be presented as a duotone image with official red and blue as the colors. If the image is intended to be blue-dominant, the red should be set to 25% intensity; and vice versa for a red-dominant image.
- Have a blur effect and/or crop applied so as to mask potentially copyrighted logos
- If the Primary Logo or Wordmark Logo are applied to the photo, they should be presented in their monochrome variants (see page 10)

Photographs taken at the Rep the Team event are also subject to these requirements when used for marketing purposes; however, images posted to our social media accounts or our website that are intended to document the event are not required to follow these guidelines.



ADVERTISING THUMBNAILS



FINAL ADVERTISING

COLLECT SPORTS JERSEYS? VISIT THE REP THE TEAM CONVENTION

AT THE PENNSYLVANIA EVENT CENTER JULY 18-20



COLLECT SPORTS JERSEYS?

VISIT THE
REP THE TEAM
CONVENTION

JULY 18-20

PENNSYLVANIA
EVENT CENTER



Rep the Team
Sponsored · 🌐

The Rep the Team sports jersey convention is coming to Philadelphia! Visit the Pennsylvania Event Center July 18-20 to get in on the fun buying, selling, and trading jerseys, as well as connecting with other collectors and industry professionals!
[#ReptheTeam](#)

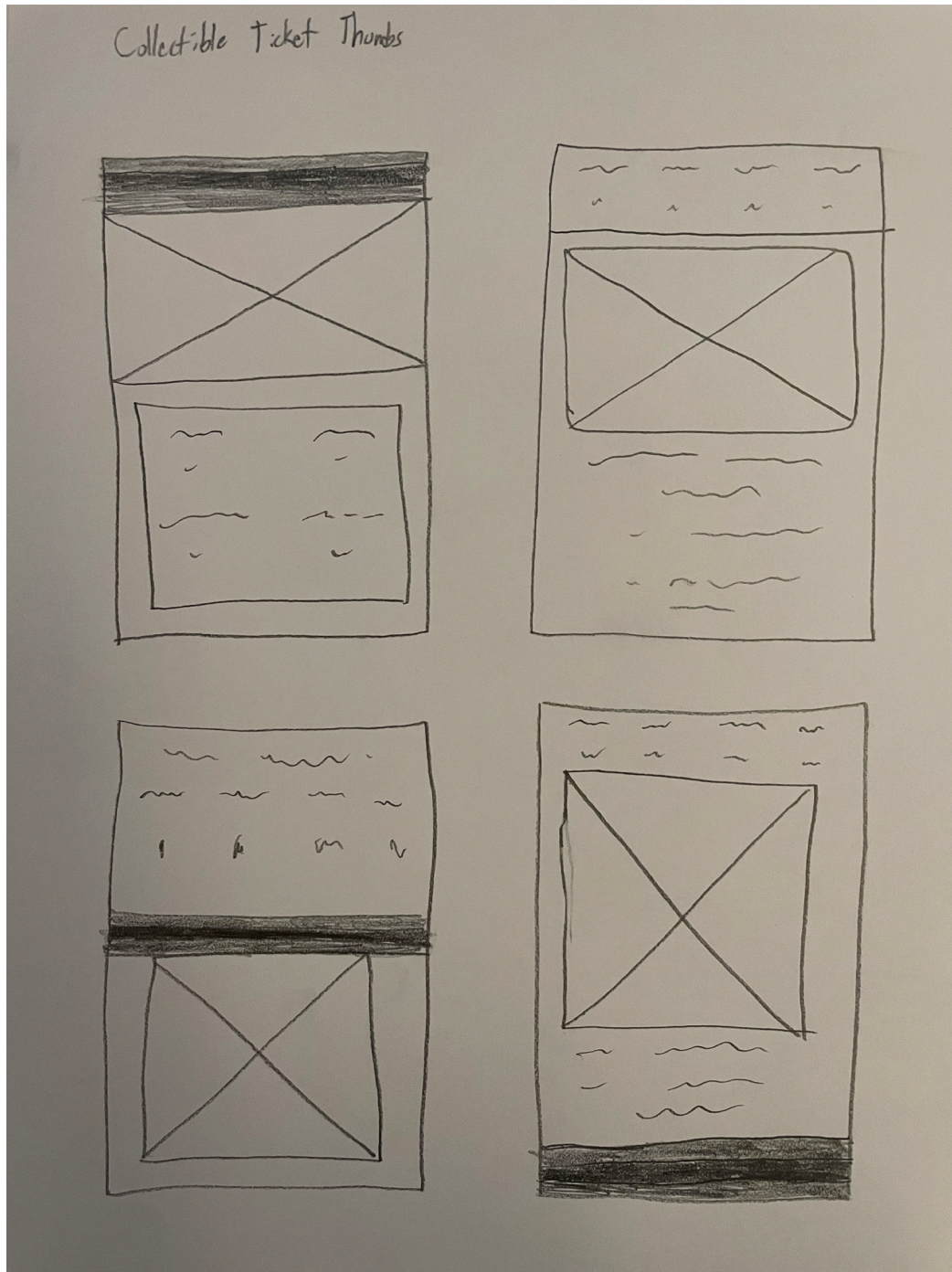


REP THE TEAM.COM
Visit the Rep the Team Convention!
A convention for sports jersey collectors and...

[Learn more](#)

👍 Like 💬 Comment ➦ Share

TICKET THUMBNAILS



FINAL TICKET

25 **7** **18** **20**
YEAR MONTH START END



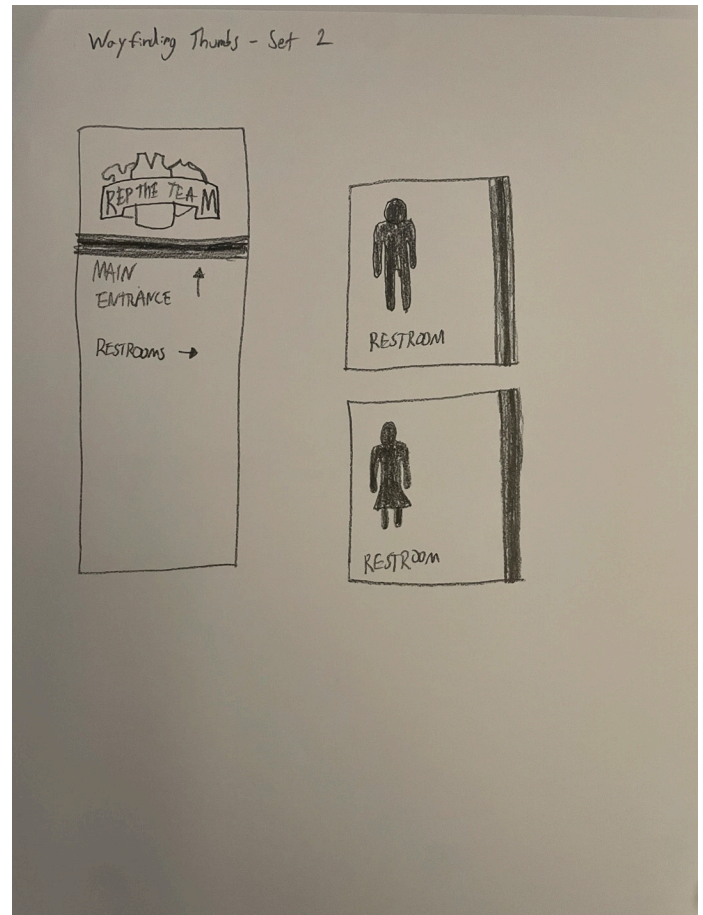
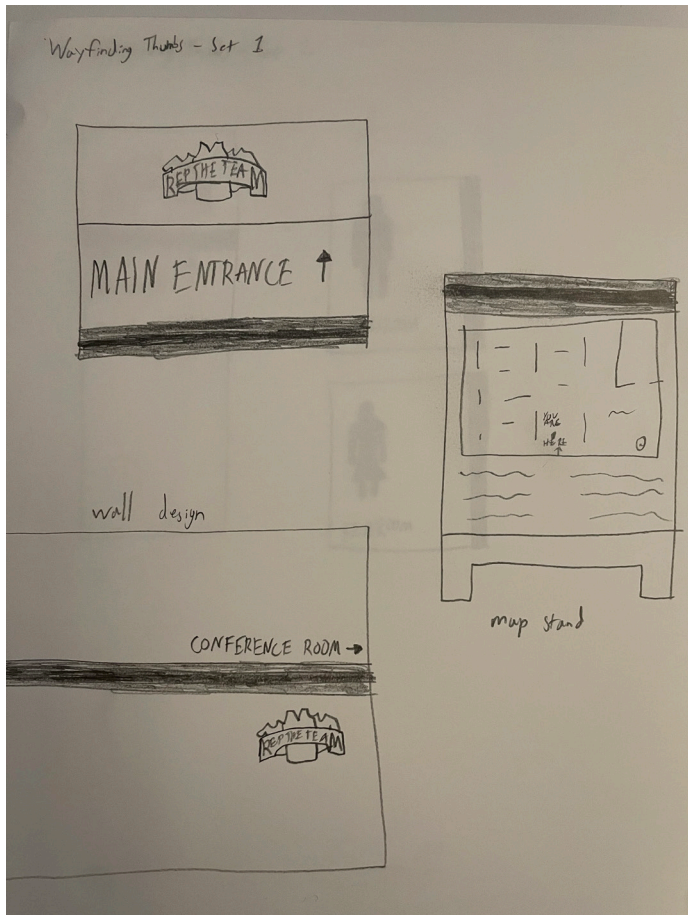
REP THE TEAM SPORTS JERSEY COLLECTORS' CONVENTION

FRIDAY, JULY 18 - SUNDAY, JULY 20, 2025
PENNSYLVANIA EVENT CENTER, PHILADELPHIA, PA

PRICE OF THIS COMMEMORATIVE TICKET **\$20**



WAYFINDING THUMBNAILS



FINAL WAYFINDING



← TRADING FLOOR

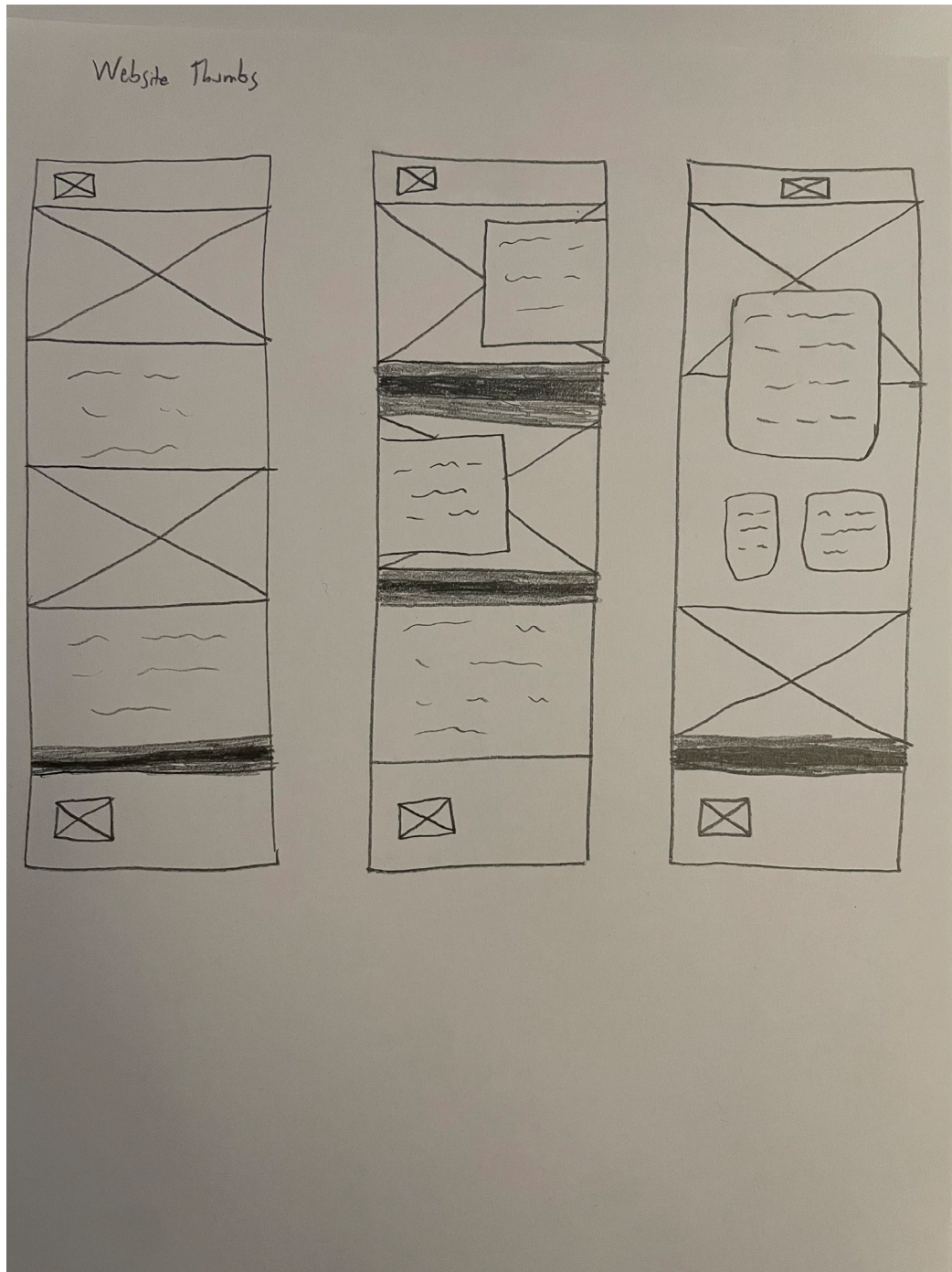
EXIT →



TRADING FLOOR



WEBSITE THUMBNAILS



FINAL WEBSITE



